

EARLY SHOWING OF NEW FALL GOODS

DRESS GOODS

Imported Broadcloths, Gabardines, Poplins and Serges. Old dyes in brown, grey, green, navy, cardinal and black.....75c to \$3.50

NEW SILKS FOR FALL

Paillette, Messaline, Poplins, Taffetas and Habutai. A complete range of blacks and colors, from.....60c to \$2.50

20th CENTURY CLOTHING now showing for Fall

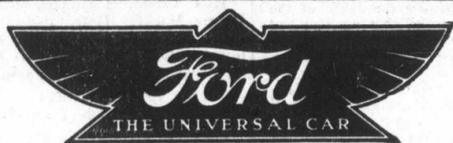
A complete range of this celebrated brand of clothing. A suit or overcoat for every type of man. Over 500 different patterns in our Special Measure Department. Satisfaction guaranteed, and you get city styles at village prices.

BEST KNIT COAT SWEATERS

A large shipment opened out of these high class Sweater Coats, all shades and sizes from which to choose. We would advise early buying in this line. Conditions point to a great scarcity of high grade coats and sharp advances in price.

A. BROWN & CO.

"THE STORE THAT SATISFIES"



WHY NOT GET THAT SPARE TIRE NOW? Your busy time will soon be over and you will be going for some pleasure trips. If you have that "extra" how much more you can enjoy it if you know you have it to fall back to in case you should meet with some extraordinary tire trouble. We have a good stock of first grade tires of the very best makes—both plain and non-skid—on hand all the time. If you want it put on we will put it on without any extra charge. Our prices are right as we bought early and can sell at early prices.

We have free air for you any time you may need it. Just drive up and push on the hose and your tire's up.

If you have not got your car yet, why not now? License for the balance of the year is only \$5.00. The price of the Ford car has only raised \$5.00, which is remarkably small under present war conditions. We sold fifty-eight of these Ford cars in Watford and vicinity in the last year, and all are giving the best of satisfaction. This is what makes the Ford speak for themselves. Think it over, and drop in and talk it over with us.

WAT - FORD GARAGE
R. MORNINGSTAR

WE HAVE IN STOCK ALL SIZES OF ELECTRIC BULBS

10	} Watt Tungstens	75	} NITROS
15		100	
25		200	
40		400	
60			
100			

THE HOT POINT ELECTRIC IRON is second to none; we will gladly demonstrate in your home.

THE KITCHENER—a little cheaper and an iron of matchless superiority.

Hot Point Toaster, operates at little cost. Dimalites, Benjamin 2 Light Sockets.

We put the bulbs right in the sockets in your home.

"THE STORE WHERE THEY SERVE YOU BEST."

T. DODDS & SON

The Young Farmer and the Fair

It is the duty of every young man if he has reasonably good stock on the place to fit it for the local fair which requires support of all stockmen in the neighborhood to make it a success. Without live stock most exhibitions would fall flat. Give the neighbors an opportunity to see what you can produce on the old farm and by reason of coming in close touch with other exhibitors you will no doubt pick up information that will aid you in further preparing your herd for shows. There is no reason why two or three young men should drive their stock from fair to fair. "Copping off" the greater portion of the prize money in every community there are animals that would compete favorably with the best usually brought out if they were given a little better fitting and training. The writer knows of local fairs that have been greatly improved by the young men helping in the management and bringing out the best stock they had on the place. While they were not very successful the first year in the show ring they profited by their experience and came back the following year, and were able to get to the top in several classes. This had the effect of waking up the old exhibitors, who were used to having things their own way, and encouraged other young men to make entries. Stronger competition is not only good for the fair but it has a tendency to improve the quality of live stock kept in the community. The ambitious boy doesn't like to see the other fellow get ahead of him, consequently he secures good stock, trains and shows it. At many fairs there are classes for amateurs, so that those starting have an opportunity of winning some prizes. However, the prize should not be the whole aim. The educational value ought to be considered. Look over the home stock and see if there is not something that could be shown. It may be a team of horses, a colt or a driver, or possibly some of the cattle, sheep or hogs could be put in condition and trained in readiness for the show season. Be a sport; fit your stock and make it worthy of you and of the farm. If you fail to get near the top you will at least feel that you have done your best. Be a good loser and remember that it is more honor to stand fifth or sixth in a class of ten, than to get the red ticket without competition.

Mrs. F. W. Deadman, concession 4, Mersea, has a turkey gobbler that has assumed the hen's functions. For some time she has missed the gobbler but the other day she was surprised to find him setting on a nest of eggs from which he has since hatched and is now raising five young turkeys.

EAST LAMBTON FALL FAIR WATFORD TUESDAY and WEDNESDAY October 2nd and 3rd, 1917



Family Dr. Says:
Learn to buy
Your Drugs
at Our Store—
and Stationery and
School Supplies and
School Books

IF EVERYBODY HAD ONLY LEARNED HOW "CAREFUL" WE ARE IN FILLING PRESCRIPTIONS AND IN "CHECKING UP" EVERYTHING WE SEND OUT OF OUR STORE, WE WOULD DO ALL THE DRUG STORE BUSINESS IN THIS TOWN.

COME IN OR SEND THE CHILDREN FOR THE SCHOOL BOOKS AND SCHOOL SUPPLIES THEY WILL SOON NEED. WE'VE GOT EVERYTHING THEY WANT FOR SCHOOL USE.

J. W. McLAREN

DRUGGIST *The Rexall Store* STATIONER
Issuer of Marriage Licenses

FREQUENT HEADACHES

People with thin blood are much more subject to headaches than full-blooded persons, and the form of anaemia that afflicts growing girls is almost always accompanied by headaches, together with disturbance of the digestive organs. Whenever you have constant or recurring headaches and pallor of the face, they show that the blood is thin and your efforts should be directed toward building up your blood. A fair treatment with Dr. Williams' Pink Pills will do this effectively, and the rich red blood made by these pills will remove the headache.

More disturbances to the health are caused by their blood than most people have an idea of. When your blood is impoverished, the nerves suffer from lack of nourishment and you may be troubled with insomnia, neuritis, neuralgia or sciatica. Muscles subject to strain are under-nourished and you may have muscular rheumatism or lumbago. If your blood is thin and you begin to show symptoms of any of these disorders, try building up the blood with Dr. Williams' Pink Pills, and as the blood is restored to its normal condition every symptom of the trouble will disappear. There are more people who owe their present state of good health to Dr. Williams' Pink Pills than to any other medicine, and most of them do not hesitate to say so. You can get Dr. Williams' Pink Pills through any dealer in medicine or by mail at 50 cents a box or six boxes for \$2.50 from The Dr. Williams Medicine Co., Brockville, Ont.

Two Lambton School Fairs

Two school fairs for Lambton county are scheduled to take place in September. One will be held in Jericho, Bosanquet, and the other in Sarnia Township. W. P. McDonald, district agricultural representative, is in charge and a large list of entries is expected. Despite the greater production campaign, entailing the use of all available help, the fairs will be held as usual, and urban pupils are exhibiting a great deal of interest in this work. Farm produce, root crops, potatoes, poultry, livestock and the usual entries of penmanship, essays, drawings and domestic science will be judged and prizes awarded. All exhibits must be the personal work of the exhibitor, and products must be grown from the seeds supplied by the agricultural department. Programs of sport are also arranged for each fair, and are the subject of much interest.

Soldiers' Parcels

The postal authorities find it necessary to again remind the public that in mailing parcels for soldiers overseas, the customs declaration must contain a list of articles contained in the parcel. It is not sufficient to merely state "Soldiers' Comforts," "Foodstuffs," "Bats," etc. Each article must be specified. The sharp corners of tin boxes should also be rounded flat with a hammer before mailing.

A shocking tragedy occurred about four miles from Orangeville Sunday night, when Joseph Oliver Fish, a young farm laborer, deliberately committed suicide before his wife, blowing out his brains with a double-barreled shotgun, despite her efforts to prevent him.



Why A Child Needs Glasses

MANY children are born with a defect of vision. Unless it is very great the child does not particularly suffer until the school period. Then the young mind becomes intent upon study and any defect of vision becomes a direct strain upon the brain. To relieve this the child will squint, or turn the head, in many cases using only one eye. This habit grows until we almost have a deformity of the eye.

Parents; do not let this be the experience of your child. We will gladly and thoroughly examine your child's eyes, and tell you truthfully how best to remedy it. See to it now.

CARL CLASS
Jeweler and Optician
ISSUER OF MARRIAGE LICENSES

Homestead Map

A publication which should prove of considerable interest to the prospective settler to Western Canada has just been issued by the Natural Resources Intelligence Branch of the Department of the Interior. It is known as the "Homestead" Map and shows graphically the exact location of each quarter-section which is still available for entry under the free Government offer of 160 acres.

The Map has been published in four separate sheets, one each for Manitoba, Saskatchewan, Northern and Southern Alberta, respectively, and is available for free distribution in individual sheets or in complete sets.

The Homestead Map is one of a number of maps, reports and bulletins with respect to settlement in Western Canada that are available for free distribution upon application to the Natural Resources Intelligence Branch. In view of the arrangement with respect to farm labour in Western Canada counting as residence on a homestead and thereby reducing the period within which residence and cultivation duties must be performed prior to applying for a title to the land, also on account of the impetus which has been given to Agriculture by the present world shortage of foodstuffs, the demand for information on the subject of homesteading is showing a marked increase.

Economy a Patriotic Duty

Domestic economizing is a patriotic duty, but if not practiced, the time might be approaching when it will become a grim necessity. Patriotic people will agree with every word of the Food Controller's advice to Canadian consumers, urging the necessity of strict economy and a reduction in the use of certain food commodities.



Volume

LOCAL

THE GUIDE-ITEMS of Call Phone 11, Items in GUIDE

SLIGHT-FROST BUY your girls SCHOOL fair afternoon.

GET your exhibitors Lambton fair.

THE Watford 33 mills on the d

THE NEW CONF issued on Saturday

BORSALINO an Caps for fall.—A

ARE you obs Fridays as meat

IN many town bread daily excee

PITTOLEA ADV rink of Watford a

A WISE man ne use of fancy work

CLOTHS do not man may owe a g

THERE was a g Liberals at the co on Tuesday.

BUY your boys' THE Q. P. Club at waste paper on your bundles read

WATFORD M coats 52c, barley 1 ter 35c, potatoes \$

THE corn and be ern part of the cou aged by the recent

"ARE you a tra a food conserver. food you don't wa

A CRATE of Brd ceived at P. DODD

Neil McGill, o driller, died of exc his way from Bont

A COMMITTEE v men on Friday to for the East Lam

MONDAY, Octob apart by the searc Thanksgiving holi suit most people.

DON'T fail to atte and School Fair in afternoon and see are doing to help fc

SINCE the manu ed in the U. S. Sar that sold at \$5 pe in price to \$15 pe

RUGS for rooms Special.—SWIFTS'.

THE prize lists fo fair are printed. can obtain a copy Secretary, Col. Ken

WORD has been r Kelly of the death Thomas Shirley of parted this life on T

A LETTER receiv Acheson at the fro Bruce, E. Dodds an first four named of France of the memb ion that left here.

SPEAKING before Board of Trade, N. B ent grain man an made the statemen companies were gett on every barrel of flc

SCHOOL SHOES, all P. J. DODDS.

A FARMER who is the stock markets p hog is in sight and before live pork reac gives as his reason t hogs throughout the

THE railway traffic this year was light c years ago. So many now and find it mor to the city in that we the rush to catch the

MR. JOHN SHAW h a German helmet a mask, brought from (Dr.) Bentley of Sa interesting relics of the seen by anyone intere

POWNER'S gloves fo Unlined, silk and wo range now ready.—A

MRS. D. L. HAMIL in the G.T.R. traf A man named Twell i it in the lavatory, pleaded not guilty, a next Monday at Lond

AMONG the casual week are the followi Killed in action—L-C Camlachie; Pte. C. Wounded — Pte. Forest, and Pte. C. Missing—Pte. Ralph

QUITE a little coal burned Monday had t to warrant the using ception the day was t her day in 40 years. dropped below freezin night.